



Power Networking Handout – SBDP – April 10, 2008

Step One - Setting Expectations

1. Explore what's available with networking groups. Visit them and get a feel and sense for the group and how it operates and who the membership is. Groups to explore include:
 - Chambers of Commerce
 - Service Organizations
 - Contact Networking Groups
2. Set expectations for the group or groups you decide to join.
 - Does the group have members who are in your target market?
 - Do they offer you the opportunity to create your contact sphere?
 - Is this a group with whom you have a true connection either for business or a long-term goal?
3. Set a realistic timeframe for success with the group – at least 12 – 18 months. Don't give up in the 3 months if you haven't been active and think "nothing is happening." It takes time and commitment to be engaged with the group.

Step Two – A Process That Works

From Dr. Ivan Misner's VCP Process™ – and [BNI Networking Secrets](#) published by del Fuego Companies.

1. Step One - Visibility - You must show up on a consistent basis to start the networking process.
2. Step Two - Credibility – Build credibility over time. People conduct business with people they know and trust.
3. Step Three - Profitability –Asking for the business and creating a referral base leads to profitability. True profitability is when customers refer business to you without your even asking.

Target Market

Who is your target market? When you ask for the referral, describe your target market in enough detail so that the person can get a "picture" in their minds of the referral you want.

Contact Sphere

Who or what are naturally synergistic businesses with your business!



Asking for the Referral

Learn to ask for the referral in a concise manner. Be consistent.

- My name is...
- My company is...
- We provide... (be crisp – no more than 2 –3 sentences.)
- The referral I'm Looking for is... (describe the referral in terms of your target market – remember to paint a "picture" of the referral you want.)

Step Three - Results

- Your results are up to YOU
- Don't begin networking if you are not ready for the commitment.
- Remember – word of mouth works both ways!

Resources

- Small Business Development Program - **Silver Pages Directory** – an incredible resource of 93 different networking organizations) www.cityofaustin.org/sbdp
- Google search on - Austin Networking Groups
- Great Austin Hispanic Chamber of Commerce – Power Networking Breakfast first Thursday of every month. www.gahcc.org
- E Women Networking
- BNI Austin
- Networking on Fire

For more information

BNI Networking Secrets – Learn What the Best Already Know - A 3 audio CD series capturing the secrets to effective networking.

- Available at www.bninetworkingsecrets.com
- Or contact del Fuego – Flynn@delfuego.com – www.delfuego.com 512 576 0556